

The Impact of Improved Seeds on Farmers' Quality of Life

Connecting Innovation to Farmers' Quality of Life

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Prospera Program | Connecting Innovation to Farmers' Quality of Life

- 10+ years promoting sustainable maize production in Brazilian Semi-Arid.
- Addressing a major productivity gap:
 - Semi-Arid average: ~15 bags/ha
 - Brazil average: ~100 bags/ha
- Access to improved maize varieties
- Technical assistance and agronomic training
- Integration of genetics, crop nutrition and mechanization
- Increased productivity, income and resilience
- New opportunities for farmers, families and communities



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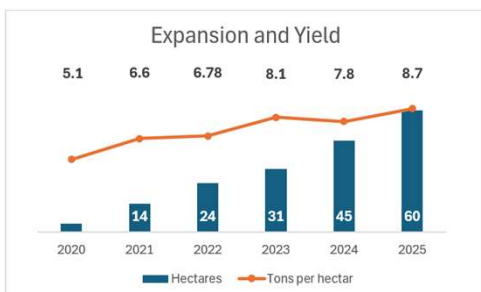
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From Subsistence Farming to a Growing Maize Business



Renato Francisco de Melo
Lajedo – Pernambuco - Brazil



- Maize occupied only 0.5 hectare
- In 2020 adopted improved maize seeds and better agronomic practices (nutrition, mechanization, etc).
- Maize Production become the primary source of income.
- In 2026 with 75 hectares and expected an average yield of over 8 tons per hectare.
- The profits generated from maize production enabled Renato to invest manly in agricultural machinery.
- Establish a mechanization service business, supporting neighboring farmers and creating an additional source of income for his family.



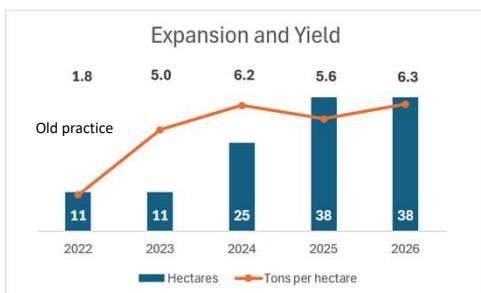
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Returning Home to Make Farming Prosper



Antônio Albedio Soares
and his father Joel
Novo Oriente – Ceará - Brazil



- Left his hometown at 18 years old in search of better opportunities.
- Built a career in construction in Brazil Southeast
- In 2023 adopted improved maize seeds and better agronomic practices (nutrition, mechanization, etc).
- In 2026 with 38 hectares the average yield was 6,3 tons per hectare.
- He expanded maize production, shared his experience with neighboring farmers and turned his property into a practical learning environment for the community.
- Since returning to Novo Oriente in 2022, Albedio and his family have made maize farming their primary source of income and a foundation for their future.

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Seed is Life



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www.worldseed.org

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